*Our social dilemma*
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# YOUR SAY ON CHILD RIGHTS

## UN COMMITTEE INVITES GROUPS TO HAVE THEIR SAY ON CHILDREN'S RIGHTS IN DIGITAL MEDIA

The Committee on the Rights of the Child is currently drafting a general comment on children's rights in relation to the digital environment, and is inviting all interested stakeholders to comment on the draft.

The deadline for submissions is 15 November 2020. After due consideration of inputs provided, the Committee will decide on the contents of the final version of the general comment.

UK group 5Rights says: "Over the last 12 months, 5Rights Foundation has supported the UN Committee … through the drafting process. Our steering group, led by Professor Sonia Livingstone has worked with experts from all around the world, held workshops and supported a young people's consultation, led by Professor Amanda Third, with over 700 young people from 26 countries".

In addition in the UK, the Information Commissioner has now issued the Age Appropriate Design Code. The Code is the first of its kind anywhere in the world: a statutory code of practice setting out the specific protections that young people require for their data, and forcing companies to provide a much higher level of privacy protection by default.

Due to come into force on September 2, the Code requires that companies which provide digital services to young people have a set of clear statutory rules which must be followed whenever they collect or process young people's data.

**Read the UN's invitation for comment here.**

**See the statement from the 5Rights Foundation here.**

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## National eSmart week in schools

National eSmart Week (Sept 6-12) is a week where schools and public libraries come together to promote the smart, safe and responsible use of digital technology.

Last year saw more than 1,000 organisations taking part, helping to creating awareness, solutions and ideas for community education on issues of cyber safety, bullying and wellbeing online and offline.

[Read more here](#)

## AANA and Ad Standards merged

In a move to "reduce unnecessary cost and complexity in the self-regulatory system", the Australian Association of National Advertisers (AANA) has merged its board with the complaints body, Ad Standards. AANA appointed Richard Bean, who is currently chair of the Australian Communications and Media Authority, to take on the role of interim independent director for complaints handling.

[Read more here](#)

## Crack down on ads in kids content

In the UK, advertisers placing age-restricted ads online are required, under the Advertising Code, to target their ads away from child audiences. In the first phase of a year-long project, the Advertising Standards Authority (ASA) undertook a CCTV-style watch, and prioritised identifying and tackling online ads for gambling, alcohol, e-cigarettes and tobacco.

[Read more here](#)

# small screen

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## Does advertising content meet community standards?

**Barbara Biggins**
THE AUSTRALIAN COUNCIL ON CHILDREN AND THE MEDIA
*CHIEF EXECUTIVE OFFICER*

ACCM notes the merger of the AANA and the Ad Standards Board which aims to "reduce unnecessary cost and complexity in the self-regulatory system". ACCM hopes that a further aim might be to support Ad Standards in "ensuring that advertising content meets community standards".

Ads Standards (ASB) has a Community Panel set up to consider complaints from the public, about advertising in any medium, in light of all of the Codes and Initiatives administered by the ASB. It meets twice a month to consider complaints and reaches its decision by simple majority …. The Chair is rotated among members on a monthly basis.

Ad Standards says "If a complaint is upheld, the advertiser is requested to remove or amend the offending advertisement as soon as possible after receiving a copy of the draft case report ….The effect of a Community Panel determination to uphold a complaint against an advertisement is that [it] cannot be re-broadcast or re-published in the same format or medium …. Regardless of an advertiser's reaction to a Community Panel determination, in the vast majority of cases where Code breaches are found, advertisers quickly ensure that their advertisement is removed or modified." See here

That might well be the case, but the real question is whether the Codes and Initiatives being applied by the Panel really reflect community standards. Looking at the last 5.5 years of the ASB's Top 10 Most Complained about ads between 2016 and mid 2020, you'd have to wonder about that. The numbers of such ads where the complaints were dismissed average 7.3 out of 10. So, large numbers of complaints were received but application of the Codes resulted in them being dismissed.

One of the issues might be the extent to which the public is aware and get to contribute when the AANA is reviewing its several Codes of Practice, and also how those processes are run. They certainly lack the transparency of say, those of the Australian Communications and Media Authority. Perhaps Richard Bean will introduce some rigour into the system.

**Note: to complain to the ASB, about an ad use this online complaints form**

**Some of the most complained ad include:**

0116/18 – Sportsbet – TV – Free-to-air
Upheld
Number of complaints: 793

0036/15– Ashley Madison – Avid Life – TV – Free-to-air
Upheld
Number of complaints: 781

0262/19 - Asaleo Care – Libra – TV – Free to Air
Dismissed
Number of complaints: 738

0113/18 – iSelect – TV – Free-to-air
Upheld
Number of complaints: 716

0042/17 – Ultra Tune Australia – TV – Free-to-air
Dismissed
Number of complaints: 421

0024/16 – Ultra Tune Australia – TV – Free-to-air
Dismissed
Number of complaints: 419

## Documentary about impacts of social media on society comes to Netflix Sep 9

*The Social Dilemma*, a documentary about the impacts of social media on society, is coming to Netflix on September 9. You can watch the trailer here.
One of the featured speakers is Tristan Harris of the Centre for Humane Technology.

His presentation "Your undivided attention: responsible technology" can be found here.

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## UNITED STATES

### Common Sense Media Hires Sony Alum Eric Berger as CEO of New For-Profit Entertainment Arm

For more than 17 years, Common Sense Media has provided advice to parents trying to figure out whether movies, TV shows, digital media and apps are age-appropriate for their kids.

Now the not-for-profit organization plans to make money from its own original media targeted at children: it's launching Common Sense Networks, its first for-profit venture, and has tapped former Sony Pictures Television exec and Crackle GM Eric Berger to run the newly formed L.A.-based startup.

Read more [here](here)

## UNITED STATES

### Majority of parents say their kids' screentime has skyrocketed during the Covid-19 pandemic, new study reveals

NortonLifeLock, a global leader in consumer Cyber Safety, released findings from 'Screens & Quarantine: Digital Parenting in a Pandemic,' a new study revealing how the current pandemic has impacted children's at-home screen time, device access and parents' concerns around Cyber Safety.

Read more [here](here)

## UNITED STATES

### Kids and Screens: These are parents' concerns during the pandemic

As the COVID-19 pandemic continues, parents worry that their children will become addicted to screens, if they weren't already.

Read more [here](here)

## NEW ZEALAND

### Children, the media and COVID-19: doing research in difficult times

After a series of cautionary measures, New Zealand went into full lock-down (Level 4) in response to COVID-19 on March 25, 2020.

In the often-repeated words of Prime Minister Jacinda Ardern, 'We went early and we went hard'. All forms of education retreated to virtual spaces and for the youngest students, learning was complemented by a new educational TV channel on Television New Zealand.

For www.parenting.digital, Dr Geoff Lealand talks about the challenges of doing research during the COVID-19 lockdown and how children's media played an important role for children living through a global crisis.

Read more [here](here)

## UNITED STATES

### Why *Minecraft* and Roblox are on the fall syllabus

Teachers are using *Minecraft* and Roblox to sneak educational content into gameplay.

Read more [here](here)

## UNITED STATES

### Toddlers who use touchscreens show attention differences

The principal researcher commented "We are currently unable to conclude that the touchscreen use caused the differences in attention as it may also be that children who are generally more attracted to bright, colourful features seek out touchscreen devices more than those who are not."

Read more [here](here)

## UNITED STATES

### What babies, infants, and toddlers hear on Fox/Disney BabyTV

The results indicate that the sound and music constituents used attract young viewers to the screen but are developmentally inappropriate, as they do not facilitate young viewers engagement with the screen (singing and body movement). Moreover, as linguistic constituents are mostly nonintelligible utterances, not only might young viewers be hampered in recall of content, but they would not benefit from screen exposure toward developing more comprehensible speech and language. This article calls for the need of writers and producers of media screen content to design more suitable developmentally appropriate programs for baby-, infant-, and toddler-viewers.

Read more [here](here)

## AUSTRALIA

### Media reporting on mental illness, violence and crime needs to change

When reporting on issues such as mental illness and violence, journalists' language can either alleviate, or reinforce, stigma. Anna Ross, Elizabeth Paton, and Michelle Blanchard explain why the media needs to do a better job.

Read the *Mumbrella* article [here](here)
Read *The Conversation* article [here](here)

## AUSTRALIA

### Screen-based online learning will change kids' brains. Are we ready for that?

We are starting to see technology's effect on child development and adult reading skills – and the research isn't optimistic

Read the *Guardian* article [here](here)

## UNITED KINGDOM

### Video games affect your moral development but only until you're 18 – new study

Young people have probably spent much more of their time than usual playing video games over the last few months thanks to the coronvirus pandemic. One report from telecoms firm Verizon said online gaming use went up 75% in the first week of lockdown in the US.

Read *The Conversation* article [here](here)

## UNITED STATES

### Screen-centred Schools: the New Wild West: A New Paper by Dr. Mary Redmayne

Screen-centred schools are like the new Wild West, according to a recently published paper about device use in schools. "This new frontier in education" had sparse evidence of educational benefits when it began to take off. Since then, health and mental well-being challenges have emerged as screen use has increased.

Read the article [here](here)

## AUSTRALIA

### Whitewash on the box: how a lack of diversity on Australian television damages us all

Australia prides itself on being a successful multicultural society. Yet Australian television does not reflect the make-up of the wider community. This in turn means many stories of multicultural Australians remain untold. An analysis by Deakin University, to be launched today, shows Australian television news and current affairs programs across all channels are overwhelmingly curated, framed and presented by journalists and commentators from an Anglo-Celtic background.
Read *The Conversation* article [here](here)